

PENDING APPROVAL!!!!

**BRILLION CHAMBER OF COMMERCE
BOARD MEETING MINUTES**

GENERAL MEMBERSHIP MEETING

June 1, 2011

Cobblestone Dining & Banquet

12:00 Noon

CALL TO ORDER:

President Tammy Williams called the meeting to order at 12:00 PM.

ROLL CALL: Present were Tammy Williams, Tammy Fischer, Tammy Koehler, Mike Buboltz, Gary Kabat, Doug Neils, Rob Jensen, Mark Vechart, Nick Madison (non voting), Wayne Volkman (non voting), and Joy Buboltz (non voting). Absent was Rebecca Flanders.

Guests at the meeting were Doug Buboltz, Shawn Fischer, Heather Gruett, Bill Veit, Lisa White, Don Mathiebe, Andy Schneider, Brad Grant, and John Baranowski.

APPROVAL OF AGENDA:

Motion – Tammy Fischer moved to approve the agenda. Seconded by Mark Vechart. Motion carried unanimously.

APPROVAL OF MINUTES – MAY 4, 2011 MEETING:

Motion – Doug Neils moved to approve the May 4, 2011 Chamber Board Meeting minutes. Seconded by Rob Jensen. Motion carried.

SECRETARY-TREASURER REPORT:

Joy Buboltz presented and reviewed the June 1, 2011 Secretary Report and the June 1, 2011 Treasurer Financial Report with the Board.

Motion – Doug Neils moved to approve/accept the June 1, 2011 Secretary-Treasurer Report. Seconded by Tammy Fischer. Motion carried.

CITY UPDATES/COMMUNICATIONS – WAYNE VOLKMAN:

Wayne Volkman reported on the following:

- The Shopko project appears to be back on track. Schwab Development and Smet Construction Company have pulled out of the Shopko development. However, Red Lewis and Schuh Construction will be the developer and the contractor for this project. They are also building the new Shopko in Seymour. They hope to move dirt on the project in June and hope to have the facility open in November, before the Thanksgiving Holiday.
- The hanging flower baskets have been placed on the street poles.

- On May 20th he conducted his Destination Marketing. Over 1,000 pieces of information on the City of Brillion were distributed.
- He distributed a packet of information to the downtown business owners which included the new 2011 Calumet County Highway Map.
- He will be working with Deputy Clerk/Treasurer Joy Buboltz on the next City Quarterly newsletter, and will also be working with her on updating the 2011-2012 City Directory.
- On June 13th the City of Brillion will host representatives from the City of Sullivan, IL. The City of Sullivan is looking at securing a hotel in their municipality and is looking at the WHG Group which owns the Cobblestone Inn and Suite in Brillion. He will be discussing with those representatives on how they combined their Community Development Director position with their Chamber of Commerce which is a full time position.
- Brillion will be hosting the Calumet County Economic Development Group Meeting at the Brillion Nature on June 16th.
- This year's Brillion Fest will be held on June 9th, 10th, and 11th.

SCHOOL DISTRICT UPDATE – NICK MADISON:

Nick Madison reported on the following:

- Regarding programming, the Partners in Education program is collaboration between the education committee and the Chamber. The Partners in Education program is a three (3) phase program. The first phase is the teacher recognition which is held at the Chamber Fall Banquet. The second phase is the Teachers in the Workplace, which is an in service that was held last fall. Next year they hope to have the teachers visit the larger industries in the community. The third phase of the program is "The Students and the Workplace". This is where a number of students work as interns in a business. This year there is three (3) students that are serving as interns at the Ariens Company. The Ariens Company may expand this program to include more students next year; Endries International may participate in this program next year.
- Another program the School District will be implementing is the "1 to 1 Initiative". With this program, next school year all incoming freshmen will receive a notebook computer, which they will have for their four (4) years in high school. This will be a phased in process for the incoming students.
- Construction Update – 80% of the construction project has been completed. The balance of the project will be finished this summer. The complete renovation project is a three (3) phase plan. The present reconstruction project is just Phase 1 of the renovation. In a few years, Phase 2 will hopefully start.
- With the proposed State Budget there is a big push to privatize public education and to increase the voucher program. There is also attention given to increasing Charter Schools. Right now with Charter Schools a School District would create the Charter School. However, it is being proposed that anyone can create a Charter School, not just a School District. He gave comparisons for school requirements of private schools versus public school systems.

GUEST SPEAKER: HEATHER GRUETT – BRILLION AREA COMMUNITY FOUNDATION:

Heather Gruett distributed information regarding the Brillion Area Community Foundation. She stated that the Foundation has received their 501(3) (c) status and are now ready to go public. She explained the Brillion Area Community Foundation has been established to promote the arts and wellness in the community. This Foundation is not tied to the City of Brillion or to the Brillion Community Center. It is a separate, independent 501(3) (c) organization.

Heather Gruett explained that some of the potential projects being discussed are a triathlon, golf outing, and a Frisbee Disc Course at Horn Park. The Foundation is accepting donations towards the Frisbee Disc Course, which would be tax deductible. Also, with the donation towards the Frisbee Disc Course this could be a marketing piece for a business/industry for the next five (5) years.

Heather Gruett stated the proposed Frisbee Disc Course at Horn Park plan was presented and discussed at a Park & Recreation Commission meeting, which was approved. This will help increase the use at Horn Park. She explained the discs for the course would be checked out at the Library.

Heather Gruett explained with this Foundation it gives the opportunity to individuals to set up endowments, and this Foundation can accept donations to be used for certain projects.

Tammy Williams asked how money would need to be fund raised to start this proposed project. Heather Gruett stated \$1,800 for the whole course would be needed. Tammy Williams asked if the disc course in Forest Junction is the closest disc course to Brillion. Heather Gruett stated she was not sure, but is aware there are disc courses in Manitowoc, Kaukauna, and Cato. Tammy Williams asked if the goal is to develop the course over the summer months. Heather Gruett stated the Foundation would need to raise the funding first, but Jim Van Lane Jr, site plan and construction assistance for this project, stated the project would be pushed out a couple of months. Heather Gruett stated this is a project for the youth and the community to get involved in, and would be a way for youth to donation their time.

Mark Vechart asked if the grass at Horn Park would need to be cut differently with a Frisbee Disc Course. Heather Gruett stated no. Tammy Williams asked if any permits would be needed. Heather Gruett stated no, the course would be donated to the City.

Tammy Williams asked, with this Brillion Area Community Foundation, how they plan on getting the word out about this Foundation, and if the Brillion Community Center would receive support from this Foundation. Has this been addressed? Heather Gruett stated that representatives from the Foundation will be meeting with business, industries,

and individuals and stated a donation could be made to the Brillion Community Center through this Foundation. The sole purpose of this Foundation is not to replace the things that are being done through the other service organizations through the City, but to work with them.

Andy Schneider stated that the City of Appleton and the City of Green Bay also have these types of Foundations and suggested that the Brillion Area Community Foundation contact them. Andy Schneider stated that with one (1) Foundation managing it becomes more efficient and allows the Brillion Area Community Foundation to advertise through them. Heather Gruett stated that the Fox Valley Foundation has received some donations from Brillion and things have been discussed. The Brillion Area Community Foundation now has the tools locally.

Tammy Williams asked if the Brillion Area Community Foundation is still looking for Board Members. Heather Gruett stated they are still looking for two (2) more Board members.

Chamber Board President Tammy Williams welcomed the Brillion Chamber Members to this General Membership meeting.

COMMITTEE REPORTS CONT:

1. Marketing/Branding Committee Update:

A. Lunch and Learn:

Lisa White reported that the Marketing/Branding Committee met on May 31st and discussed several projects. Those being:

- Looking at the most consistence protocol for welcoming businesses to the community and informing them of the advantages of joining the Brillion Chamber of Commerce.
- Possible Mentor Program.
- Possible discount for Chamber members.
- Starting a referral program in becoming a Chamber member.
- Starting exit interviews and education opportunities.
- Holding a Lunch & Learn program on September 13th. This will be done quarterly on the 2nd Tuesday of the month. They are open to topics to pick from, i.e. technology, family wills, time management, etc.
- Looking at starting a Leadership Series which would be held semi-annually at the High School Auditorium. This will start in the spring of 2012.
- Logo Wear – advertising to wear them and possibly giving logo wear as prizes, raffle items, etc.
- Giving decks of cards at the Fall Banquet.

Tammy Williams stated the Marketing/Branding Committee is working on making a splash at the Cobblestone Inn & Suites on the City of Brillion. They will be working on advertising events/items happening and using the website for it. They are also

looking at making a splash at the upcoming Fall Banquet in October with a possible slide show.

2. Business Recruitment Ad Hoc:

A. Follow Up/Plan of Action:

Tammy Williams stated that no one has stepped up to be the Chairperson for this Committee. This Committee has members; however, they are looking for a Chairperson. Tom Kees was the Chairperson for this Committee, but stepped down to be the Chairperson for the Government Affairs Committee. The Business Recruitment Committee completed the first phase of the Executive Pulse Summary and is now looking at starting the second phase.

Tammy Williams asked Brad Grant, member of the Business Recruitment Adhoc Committee, how much of a time commitment there is to this Committee. Brad Grant stated the Committee met monthly, but did not meet during the summer months.

3. Business After Five – Tammy F.:

A. Upcoming Events:

Nothing to report.

B. Business After Five Revised Policy:

Mark Vechart stated the Revised Policy states that Business After Five will meet quarterly, but events are only scheduled in January, April, and July. He asked what the fourth event would be held. Joy Buboltz stated the fourth event is the Fall Banquet in October.

Motion – Rob Jensen moved to approve the Business After Five Revised Policy as presented. Seconded by Doug Neils. Call vote taken. Motion carried unanimously.

4. Web Site Committee – Eric Nies:

A. Quote Review:

Tammy Williams stated it is the goal to make the Chamber website the place to go to for information on the Chamber. NSC has submitted a quote of \$1,495 to make revisions to the Chamber website by adding more tabs for more information.

Motion – Tammy Koehler moved to accept the quote from NSC, in the amount of \$1,495.00, for revisions to the Chamber website. Seconded by Tammy Fischer. Call vote taken. Motion carried unanimously.

5. Government Affairs Committee – Tom Kees:

A. Topics/Survey Monkey:

Tammy Williams stated recently an email was sent to Chamber members from Tom Kees finding topics of concern that the Chamber members may have that the Chamber can be a

voice on. The intent is not to take sides, but to poll the Chamber members to get our voice out.

Tammy Williams stated a letter will be emailed to the Chamber members asking members for topics for the Government Affairs Committee to discuss/work on. Some topics could be on local, national, or global issues. Once topics are picked survey monkey will be used, using yes/no questions. This is a way of speaking collectively.

OLD BUSINESS:

A. Strategic Planning: Chamber Mission Statement:

Tammy Williams stated that an old Mission Statement was found. The Marketing/Branding Committee has been tasked with creating a Mission Statement to define who we are in 2011.

B. Golf Outing – July 28, 2011 – Deer Run:

Rob Jensen stated the Golf Outing will be held on July 28th at Deer Run Golf Course. The same format will be held for this golf outing as in past years. However, there may be a price increase this year. They will be working on hole prices and hole sponsorship fees.

Rob Jensen stated they are possibly looking at 100% Chamber membership for the golf outing for this year.

5. Farmers Market:

No report.

Wayne Volkman stated that he spoke with Lynn Behnke from Dollar General and she informed him that there were issues last year with the use of bathrooms at Dollar General at last year's Farmers Market. She suggested that the Chamber look at getting port potties during the Farmers Market.

6. Brillion Gateway Signs – North and South:

Tammy Williams stated this Committee is working on the north and south Brillion Gateway signage to the City. This project may be delayed somewhat due to on the south side of the City a telephone pole would be in front of the gateway sign. They are looking at relocating that telephone pole and will have Joy Buboltz work with the Highway Department on the paperwork needed to complete that. She also stated that Keith Ondrasek has volunteered to work with Tammy Fischer from Bay Title and Abstract on obtaining the necessary easements/agreements. All of the affected property owners have agreed to the easements.

Tammy Williams stated there is the challenge of the lighting of the signs. The Committee is compiling the costs and may consider staggering the installation of the two (2) signs. They want to do it right way and the most feasible way.

Tammy Williams stated that a \$1,000 down payment was made to the sign company to hold the price on the signs and that will also need to be looked at. She stated some proposed plans may not be feasible to do.

Mark Vechart questioned the brick on the proposed signs. Tammy Williams stated the proposed north and south signs may be smaller than the east and west gateway signs. However, the cost of the brick will be the same.

Tammy Williams stated the Sign Committee will come to July's Chamber Board meeting with the costs of the north and south gateway signs and will discuss if a 4 X 8 sign will be sufficient or should a 5 X 10 sign be installed instead.

5. Partners in Education (PIE):

Discussed earlier in the meeting.

NEW BUSINESS:

1. Annual Banquet: October 13, 2011 – SPEAKER:

Tammy Williams reported that the Fall Banquet will be held on October 13th. No speaker has been confirmed yet, but she did reach out to Larry Dietz.

2. Next Meeting: July 6, 2011:

Tammy Williams announced that the next Chamber Board meeting will be held on July 6th at 12:00 noon.

John Baranowski asked if the Chamber has considered including City of Brillion stats on the website. Wayne Volkman stated the City of Brillion has on file a demographic and economic profile from the 2000 Census. These profiles will be updated with the 2010 Census information, which will show that the population for the City of Brillion has increased 7.2%. Wayne Volkman also stated that in the 2011-2012 City Directory City Staff is looking at including "fast facts" in the directory. He agreed that more work needs to be done on having stats out there on the City of Brillion.

John Baranowski stated an email was recently sent to the Chamber members regarding advertising information in the monthly Chamber News article. He asked the status of that. Joy Buboltz stated that is being worked on so it does not happen again.

Brad Grant stated he is happy to see this partnership.

Wayne Volkman thanked the Chamber of Commerce for its donation to the hanging flower basket project. He stated that the Ariens Company donated all of the supporting arms for the project, including for future baskets. Endries International donated the stainless steel nuts and bolts for the project, and Collie from Schroth Floral planted the baskets. He stated that it is hoped that in 2012 the other twenty (20) hanging flower baskets may be hung.

Doug Neils reported that the Ariens Company project is on schedule. They will be hosting the Business After Five event in the fall. The renovation in the office section is almost done.

Tammy Williams reported that Rudy's restaurant has been sold and a plant and balloon was sent to the Clarke's thanking them for their years of service to the community and to the Chamber. She stated we need to be consistent on this.

Adjournment:

Motion – Tammy Koehler moved to adjourn. Seconded by Tammy Fischer. Call vote taken. Motion carried unanimously. The meeting adjourned at 1:05 PM.

Respectfully Submitted by:

Joy Buboltz

Secretary/Treasurer – Brillion Chamber of Commerce